

Omni
Reduced carcinogens. Premium taste.

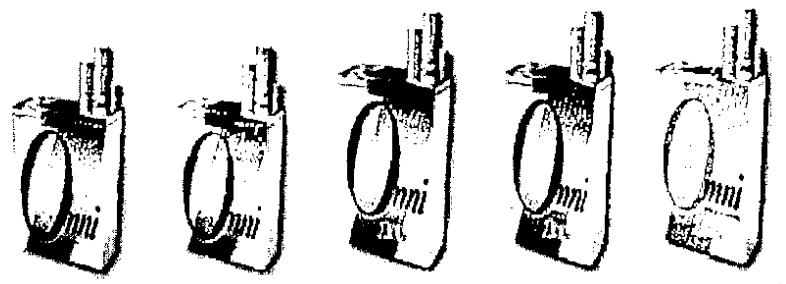
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Benefits

- **CEO Bennett Uffman's Letter**
- **FAQs**
- **Taste Test Results**
- **Comparison Chart**
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- **Ad Campaign**
- **Electronic Postcard**

Comparison Chart

Omni cigarettes are available initially in five packings: Full Flavor Kings, Lights Kings, Full Flavor 100's, Lights 100's, and Ultra Lights 100's. **Compare them below.** (We will, by the way, be introducing Omni Menthol products in 2002.)



Strength:	Full Flavor	Lights	Full Flavor	Lights	Ultra Lights
Size:	85 mm	85 mm	100 mm	100 mm	100 mm
Filter:	Yes	Yes	Yes	Yes	Yes
Tar:	15 mg	12 mg	15 mg	12 mg	6 mg
Nicotine:	1.0 mg	.8 mg	1.0 mg	.8 mg	.5 mg

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechols) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by-products.